

FSC-26-A	2/15/95	TO: RM / ROM / RBM
SUBJECT: New DORAL Retail Impact Displays		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> CAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP

We are pleased to announce the upcoming availability of new DORAL displays that will greatly enhance brand presence in your retail outlets and provide a consistent appearance nationally to our consumers. These displays should be considered as a high priority for all existing and future DORAL pack display placements. In order for DORAL to have a big brand presence and achieve its aggressive 1995 objectives, it is critical that retail placement is emphasized during the months of March, April and May.

Display Specifics

Two displays will be made available:

- Priority One - DORAL 9-Tray Counter Display - Item #484001
- Priority Two - DORAL 6-Tray Counter Display - Item #484010

The Priority One, 9-Tray Display, should be placed in the majority of locations. Production schedules were estimated at 70% placement of this display. Total facings equal 24 with pricer.

The Priority Two, 6-Tray Display, could be placed where display width is a limitation. The facings of this unit, 15 with pricer, will require you to utilize a secondary display to qualify under current savings contracts. This secondary display could be the existing PPD moved to another location and used for the merchandising of brands such as MONARCH or Best Value.

Both displays are made up of revised and new PPD components with DORAL decals permanently fixed to the end panels. They will be shipped to you preassembled to assist with rapid placement execution. New 19" and 12" headers have been designed that can be lighted or unlighted. All initial shipments will be unlighted and you will be advised at a later date on lighted availability. The displays will also be shipped with new DORAL POS and a new rolling pricer. Price communication can be accomplished via the DORAL starburst, the new rolling pricer, the channel strips, or 24" package merchandiser card. Small POS, such as channel strips and 24" cards, will be produced as a two-sided piece with price area on one side and brand imagery only on the other side. It is recommended that the rolling pricer be the primary price communication vehicle. The pricer has "everyday low price" or "store special" POS printed as a two-sided piece. This allows retailers to change prices as needed versus disposing of your POS with inaccurate pricing. This will also save a great deal of time for Field Sales versus utilizing fonts on POS. If a starburst is used, do not cover brand imagery or messages on the POS. Refer to fact/sell sheet for placement. If a rolling pricer is not available, you can use the pricing area on the channel strip with the starburst.

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NOTE: The production and assembly during the first 2 to 3 weeks will not include the new rolling pricer due to production capability; however, it is critical that the pricers are placed when available.

During the placement of the new displays, every attempt should be made to upgrade your display locations where possible.

All components that make up these new displays will be available individually at a future date.

Allocations

Allocations will be available to all markets beginning March 6. Due to production schedules, allocations will be updated every two weeks to provide equitable availability for all regions. Allocations were based on current SIS contracts related to savings pack displays (Base/Pref. Pres./Sav Temp/Savings Pkg) (see attachment). Approximately 50% of total contracted displays are targeted for replacement with the new display. It is recommended that ROU orders are entered on a top down basis. Please stagger your orders to avoid excessive backorders. Production of the displays will be at a rate of 5,000+ per week, and every attempt will be made to fill your orders as quickly as possible. Shipment destinations will be determined by Field Sales; however, delivery to retail locations targeted for placement is suggested. This minimizes warehouse trips for our Sales Representatives and allows for part-time installation where feasible.

Existing PPD displays that are replaced with these new units can be saved for Private Label use or the merchandising of other savings brands at retail.

Each ROU will receive 200 fact/sell sheets per display the week of February 13 for Field distribution.

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

Attachments

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NEW DORAL DISPLAY ALLOCATIONS

Region #	9 TRAY #484001					Region Totals
	6-Mar	20-Mar	3-Apr	17-Apr	1-May	
1100	279	279	279	279	281	1397
1200	233	233	233	233	234	1166
1300	278	278	278	278	280	1392
1500	263	263	263	263	263	1315
1600	325	325	325	325	326	1626
1700	285	285	285	285	283	1423
AREA TOTAL	1663	1663	1663	1663	1667	8319
2100	402	402	402	402	400	2008
2200	473	473	473	473	471	2363
2300	442	442	442	442	443	2211
2400	403	403	403	403	405	2017
2500	383	383	383	383	382	1914
2900	276	276	276	276	276	1380
AREA TOTAL	2379	2379	2379	2379	2377	11893
5100	201	201	201	201	203	1007
5300	256	256	256	256	254	1278
5400	337	337	337	337	336	1684
5600	221	221	221	221	221	1105
5700	332	332	332	332	331	1659
5800	434	434	434	434	435	2171
AREA TOTAL	1781	1781	1781	1781	1780	8904
6200	272	272	272	272	270	1358
6300	317	317	317	317	317	1585
6500	245	245	245	245	243	1223
6700	468	468	468	468	467	2339
6800	309	309	309	309	308	1544
6900	213	213	213	213	211	1063
AREA TOTAL	1824	1824	1824	1824	1816	9112
National Total	7647	7647	7647	7647	7640	38228
National Reserve						3772
Total Displays						42000
Heavy-Up Markets						

ZSL8 09819

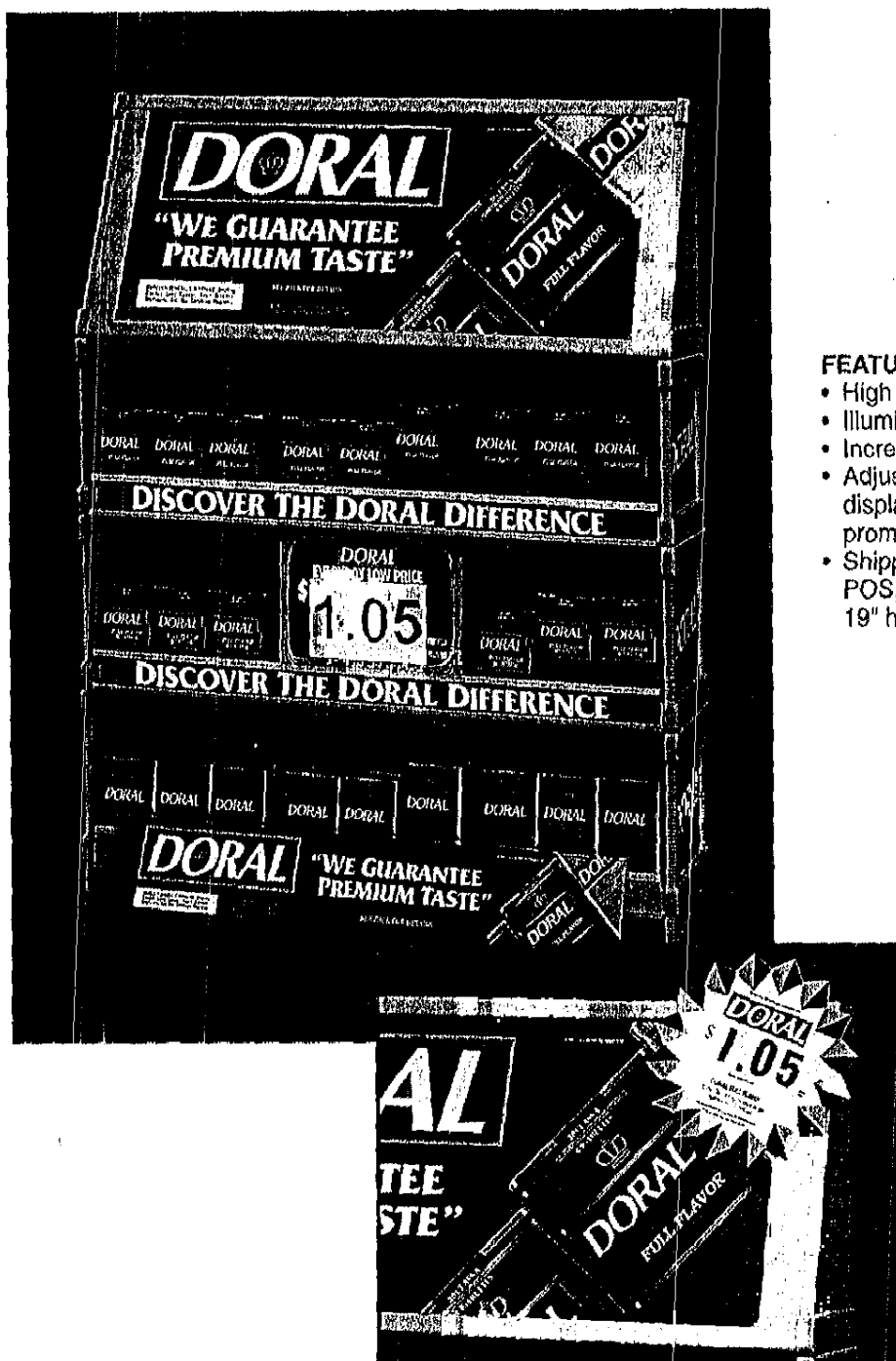
NEW DORAL DISPLAY ALLOCATIONS

Region #	6 TRAY #484010					Region Totals
	6-Mar	20-Mar	3-Apr	17-Apr	1-May	
1100	120	120	120	120	119	599
1200	100	100	100	100	99	499
1300	119	119	119	119	120	596
1500	113	113	113	113	111	563
1600	139	139	139	139	141	697
1700	122	122	122	122	122	610
AREA TOTAL	713	713	713	713	712	3564
2100	172	172	172	172	172	860
2200	202	202	202	202	204	1012
2300	189	189	189	189	191	947
2400	173	173	173	173	172	864
2500	164	164	164	164	164	820
2900	118	118	118	118	119	591
AREA TOTAL	1018	1018	1018	1018	1022	5094
5100	86	86	86	86	88	432
5200	109	109	109	109	111	547
5400	144	144	144	144	146	722
5600	95	95	95	95	94	474
5700	142	142	142	142	143	711
5800	186	186	186	186	187	931
AREA TOTAL	762	762	762	762	769	3817
6200	116	116	116	116	118	582
6300	136	136	136	136	135	679
6500	105	105	105	105	104	524
6700	199	199	199	199	199	995
6300	132	132	132	132	134	662
6800	91	91	91	91	91	455
AREA TOTAL	779	779	779	779	781	3897
National Total	3272	3272	3272	3272	3284	16372
National Reserve						1628
Total Displays						18000
Heavy-Up Mkts						

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DORAL 9-TRAY COUNTER DISPLAY

Item #484001



FEATURES & BENEFITS

- High impact brand identification
- Illuminated signage available
- Increases consumer awareness
- Adjustable roll-pricer effectively displays everyday low price or promoted price
- Shipped fully assembled with POS, pricer, and non-lighted 19" header

DIMENSIONS

H. 27" x W. 22" x D. 7"

Capacity: 120 packs (with pricer)

Facings: 24 (with pricer)

SKU pack - 1

POS requirements (shipped with display):

- 19" Canopy Card - 2 (front and back)
- Extended Channel Strip - 2
- 24" Package Merchandiser Card - 1

When Starburst is used,
position as shown

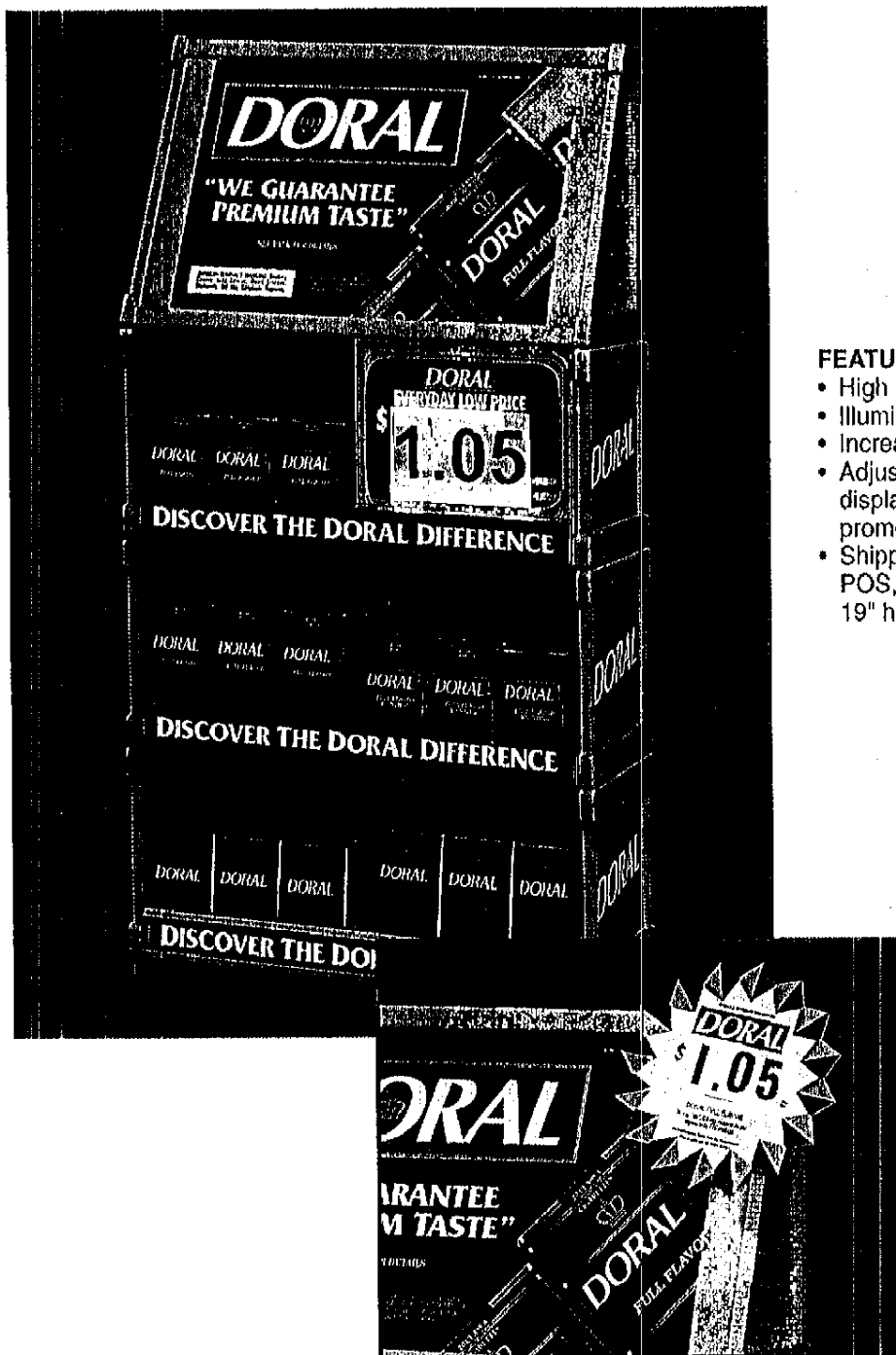
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QUALITY IS THE KEY. ONE STORE AT A TIME.

Item #486461

DORAL 6-TRAY COUNTER DISPLAY

Item #484010



FEATURES & BENEFITS

- High impact brand identification
- Illuminated signage available
- Increases consumer awareness
- Adjustable roll-pricer effectively displays everyday low price or promoted price
- Shipped fully assembled with POS, pricer, and non-lighted 19" header

DIMENSIONS

H. 27" x W. 15" x D. 7"

Capacity: 75 packs (with pricer)

Facings: 15 (with pricer)

SKU pack - 1

POS requirements (shipped with display):

- 12" Header Card - 2 (front and back)
- Channel Strips - 3

When Starburst is used,
position as shown

QUALITY IS THE KEY. ONE STORE AT A TIME.

Item #486503

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